United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention
Campaign

United States
Department of
Agriculture
Forest Service

Smokey's 1991 Campaign Catalog

Consolidated Orders Due in Washington, D.C. by August 24, 1990

United States Department of Agriculture **Forest Service** **Washington Office** **12th & Independence SW**
P.O. Box 96090
Washington, DC 20090-6090

Reply to: 3110 **Date:** May 9, 1990

Subject: 1991 CFFP Campaign Catalog and Order Form

To: Regional Foresters; Station Directors; Area Director; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 24

Enclosed is the 1991 Smokey Bear Campaign Catalog and order form for Cooperative Forest Fire Prevention (CFFP) materials. **For the first time, several popular items will be offered year-round. These items include: "I Love Smokey Bear" Bumper Strip, Lapel Pin/Bookmark, Balloons, and Environmentally Biodegradable Litter Bags.** Materials may be mailed directly to the National Forests, Regions, Area, or States indicated on your order.

Consolidated orders for Region 9 will include National Forests only. Orders for the States in R-9 will be consolidated by the Northeastern Area. All other Regions will consolidate orders for National Forests and States. States should forward orders to the appropriate Region or Area office.

All Regions should use the software package for transmitting Smokey Bear orders via Data General. Handwritten orders will not be accepted and orders will not be shipped to P.O. boxes. Remember, total quantities are shown as number of standard packs. List the item, item number, number of standard packs, and freight address on a separate form for every item ordered.

You will be notified if there is difficulty in obtaining items from vendors. Prices quoted herein are the best estimates of break-even costs and include prepaid delivery charges. Materials ordered should be obligated against FY '91 funds. The WO will request transfer of the full amount obligated early in FY '91. If you have questions, contact Tara Owens (202 or FTS) 453-9510.

This catalog lists authorized licensees and the products manufactured for promotional materials needed in fire prevention activities.

The 1991 National Association of State Forester (NASF) Catalog will be sent directly to State forestry offices. That Catalog contains some of the same items found in the CFFP Campaign Catalog. States may order directly from NASF. Federal regulations prohibit purchasing from NASF by Federal agencies.

ALLAN J. WEST
Deputy Chief
State and Private Forestry

Enclosures

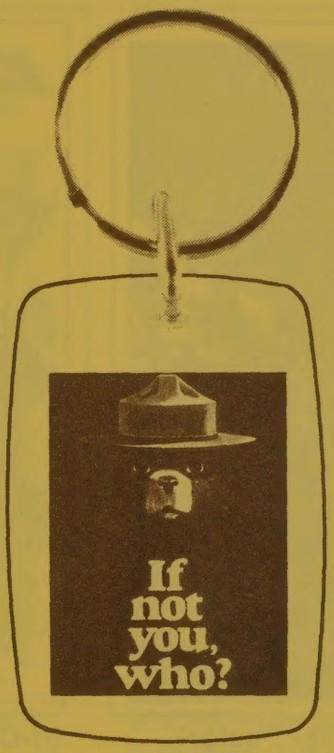
FS-6200-28a (5/84)

Theme Materials

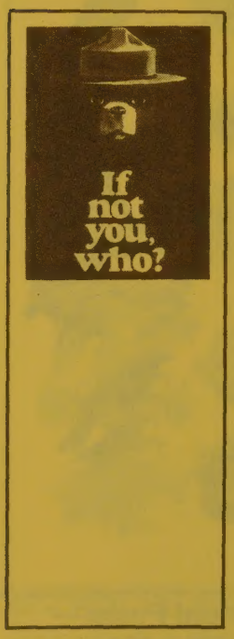
91-CFFP-1 Basic Poster, "If not you, who?" Paper poster for indoor use. 13" x 18½". $92/500.

91-CFFP-2 Basic Poster, "If not you, who?" Cardboard poster for outdoor use. 13" x 18½". $46/250.

91-CFFP-3 School Poster, paper, 7" x 10". $42/500.



91-CFFP-4 Key Fob. "If not you, who?" $48/50.



91-CFFP-5 Bookmark. Paper, 2¾" x $16/500.

91-CFFP-6 Decal, "If not you, who?" $30/100.

Educational Posters

Can be ordered in two sizes, singles, and sets.

91-CFFP-7a Special Poster—Don't Light Up the Night. Full Color, 20″ x 30″. $25/96.

91-CFFP-7b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-8a Special Poster—Birds Nest. Full color, 20″ x 30″. $25/96.

8b. Full color, 8½″ x 11″. $17/96.

91-CFFP-9a Special Poster—Snakes. Full Color, 20″ x 30″. $25/96.

9b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-10a Special Poster—Mushrooms. Full Color, 20″ x 30″. $25/96.

10b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-11a Special Poster—Leaves. Full Color, 20″ x 30″. $25/96.

11b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-12a Special Poster—Birds. Full Color, 20″ x 30″. $25/96.

12b. Full Color, 8½″ x 11″. $17/96.

Educational Posters

91-CFFP-13a Special Poster—Wood Products. Full Color, 20″ x 30″. $25/96.

13b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-14a Special Poster—Flowers. Full Color 20″ x 30″. $25/96.

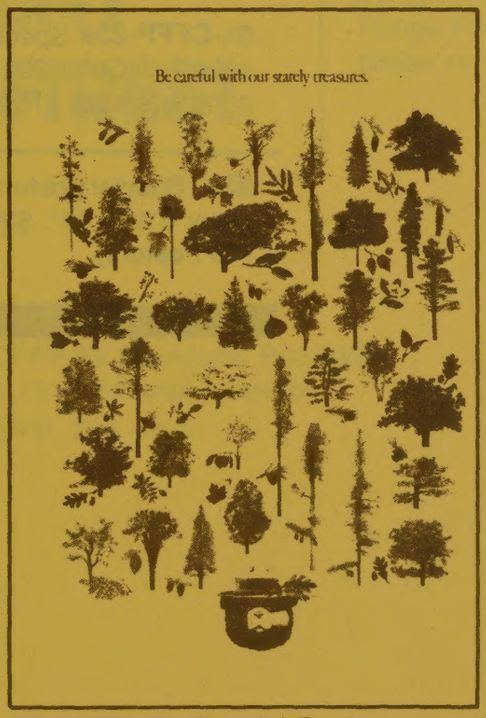
14b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-15a Special Poster—Butterflies. Full Color, 20″ x 30″. $25/96.

15b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-16a Special Poster—Animals. Full Color, 20″ x 30″. $25/96.

16b. Full Color, 8½″ x 11″. $17/96.



91-CFFP-17a Special Poster—State Trees. Full Color, 20″ x 30″. $25/96.

17b Full Color, 8½″ x 11″. $17/96.

91-CFFP-18a Special Poster—Fish. Full Color, 20″ x 30″. $25/96.

18b. Full Color, 8½″ x 11″. $17/96.

Educational Posters

91-CFFP-19a Special Poster—Insects. Full Color, 20″ x 30″. $25/96.

19b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-20a Special Poster—Animal Footprints. Full Color, 20″ x 30″. $25/96.

20b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-21a Special Poster—Lizards. Full Color, 20″ x 30″. $25/96.

21b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-22a Special Poster—Food. Full Color, 20″ x 30″. $25/96.

22b. Full Color, 8½″ x 11″. $17/96.

91-CFFP-23a Special Posters—collated sets. Full Color 20″ x 30″. $28/96 = 6 complete sets. (16 posters).

23b. Special posters—collated sets. Full Color 8½″ x 11″. $20/96 = 6 complete sets. (16 Posters).

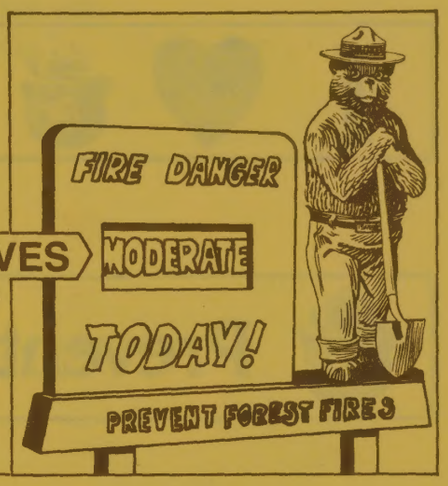
Signs

91-CFFP-24 Fire Danger Sign, shovel in left hand. A standard 5′8″ tall Smokey Bear fire danger sign. $41 each.

91-CFFP-25 Fire Danger Sign, shovel in right hand. Same sign as 91-CFFP-24 (For a 2-way sign, order both 24 & 25.) $41 each.

FIRE DANGER ADJECTIVES

(construction plans of fire danger sign furnished with each order of fire danger adjectives)



Fire Danger Adjectives are needed to complete Fire Danger Signs. Order Fire Danger Adjectives 91-CFFP-26

91-CFFP-26 Fire Danger Adjectives. One set of five different 32″ x 12″ reflective, adhesive-backed fire danger signs for use with 24 & 25 (For a 2-way sign, order 2 sets.) $80 each.

Smokey Says:

PREVENT FOREST FIRES!

91-CFFP-27 Reflective Outdoor Sign, "Prevent Forest Fires." A 44″ x 16″ reflective 2-color poster on aluminum. $32 each.

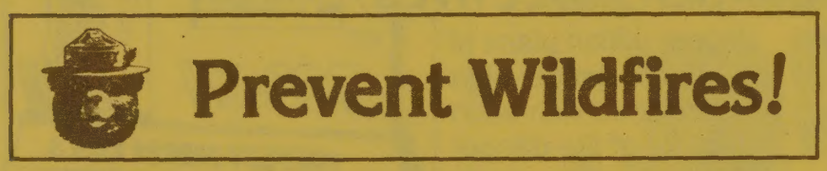
91-CFFP-28 Reflective Outdoor Sign, "Prevent Range Fires." A 44″ x 16″ reflective 2-color poster on aluminum. $32 each.

91-CFFP-29 Fiberglass Roadside Sign 18″ x 24″ with holes for hanging. $25 each.

91-CFFP-30 Fiberglass Picnic Area Sign. 7″ x 9½″. $14 each.

Bumper Stickers

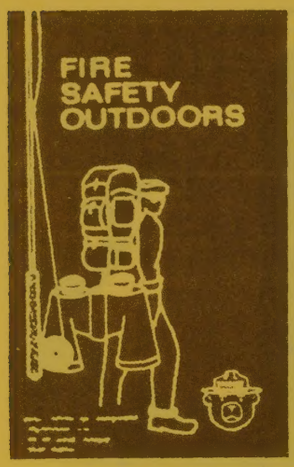
91-CFFP-31 Bumper Strip, "I love Smokey Bear." Smokey Bear and a red heart for "love" on bumper strip. $43/100.



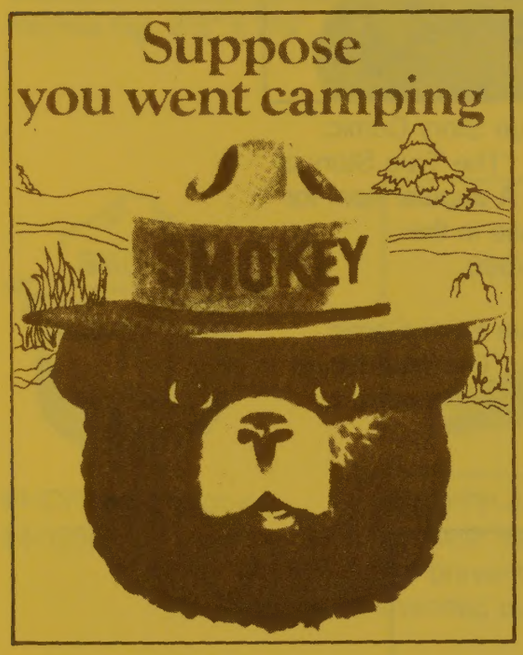
91-CFFP-32 Bumper Strip, "Prevent Wildfires!" A 2-color bumper strip. $52/100.

91-CFFP-33 Bumper Strip, "Support Your Local Bear." A 2-color bumper strip. $43/100.

Pamphlets



91-CFFP-34 "Fire Safety Outdoors." A folder of helpful tips with illustrations. "Make Campfires Safe," "Safe Debris Burning," "Fire Safety Outdoors"—combined into one pamphlet $11/100.



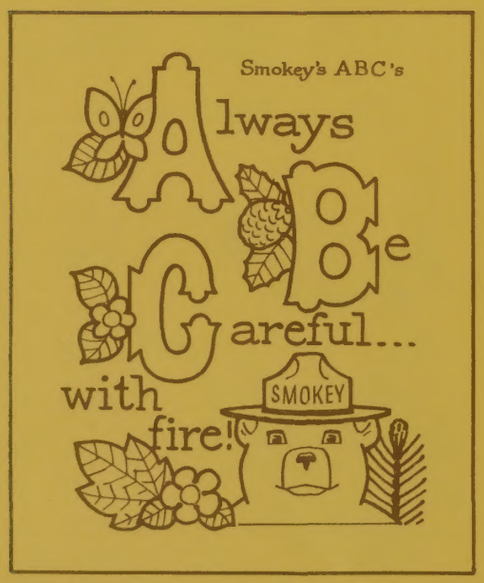
91-CFFP-35 Fold-out Pamphlet, "Suppose You Went Camping." $12/100.

Other Prevention Material

91-CFFP-36 Junior Forest Ranger Handbook. A workbook that can be used in classrooms, scouting activities, and other programs relating to conservation 5¼″ x 8½″. $21/100.

91-CFFP-37 True Story Comic Book (English), "The True Story of Smokey Bear." A popular item for handouts and use in the classroom. $73/500.

91-CFFP-38 True Story Comic Book (Spanish), "The True Story of Smokey Bear" in Spanish. $94/500.



91-CFFP-39 Coloring Sheet. "Please Be Careful With Fire." $21/500.

91-CFFP-40 Note pads (unlined), 5″ x 8″ with 50 sheets per pad. $11/25.

Other Prevention Material

91-CFFP-41 Name tag. A pressure-sensitive adhesive-backed tag. 3½″ x 2⅜″. $12/100.

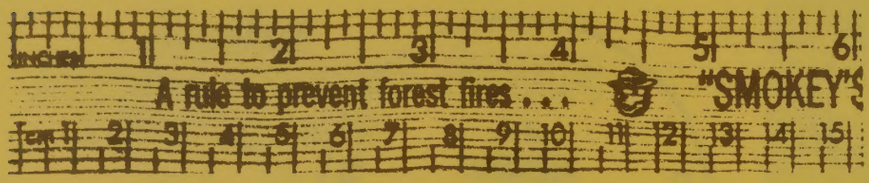
91-CFFP-42 Button. A special yellow button for use as handout. $45/500.

91-CFFP-43 Stick-ons. $47/250.

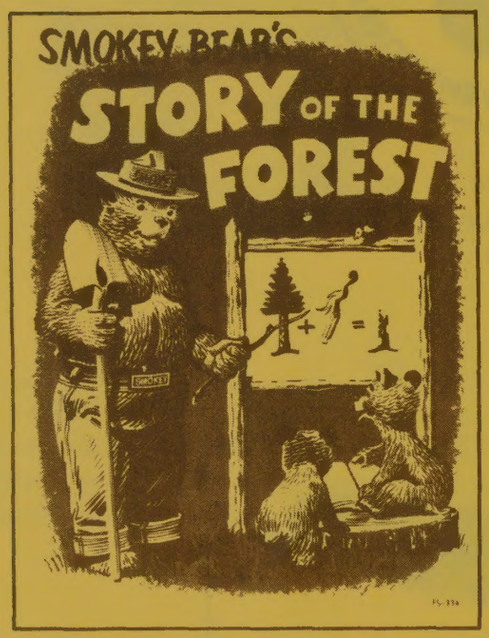
91-CFFP-44 Pen. A retractable pen with ink filler and imprinted fire prevention message. In assorted colors. $20/100.

91-CFFP-45 Pencil. A round wood pencil with eraser and imprinted fire prevention message. In assorted colors. $18/250.

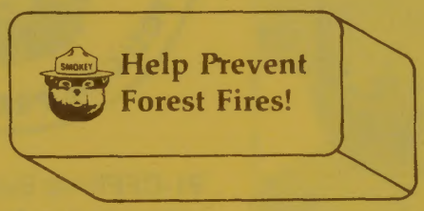
Other Prevention Material



91-CFFP-46 12″ ruler. $125/1000.

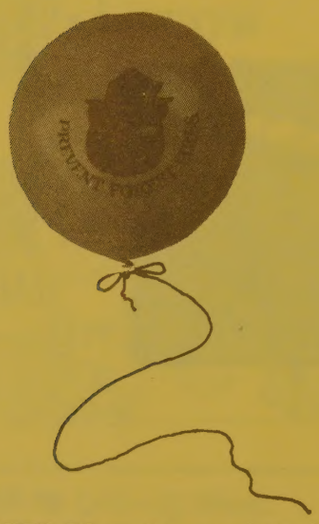


91-CFFP-47 Story of the Forest. A popular 16-page book that tells the story in simple, effective language. $75/200.



91-CFFP-48 Eraser with fire prevention message. $10/25.

91-CFFP-49 Lapel Pin/Bookmarker with fire prevention message. In assorted colors. $8/50.



91-CFFP-50 Balloons. Colorful balloons featuring Smokey Bear and a prevent forest fires message. $36/500.

Teaching Aids

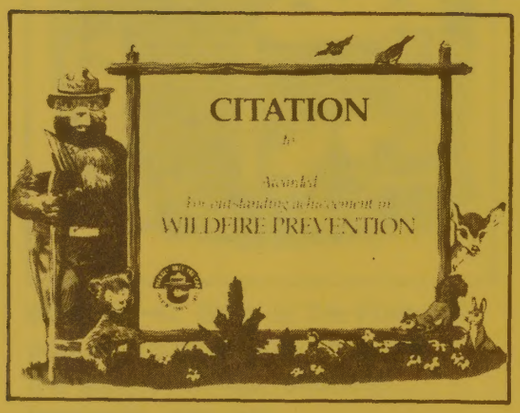
91-CFFP-51 Teaching Aid. 11.5 minute video. Animated. Discusses products that come from trees, benefits of trees, and includes song on conservation. Tape size, ½" VHS only. $11 each.

91-CFFP-52 Teaching Aid. "What's A Tree Done for You lately?" $57/50.

Awards

Can only be ordered by Forest Service and state forestry people.

91-CFFP-53 Smokey's Helper Pin. While this pin is not an official part of the Smokey Bear awards program, this pin may be used to recognize those individuals who have contributed to wildfire prevention on a one time basis for a short period of time. $35/25.



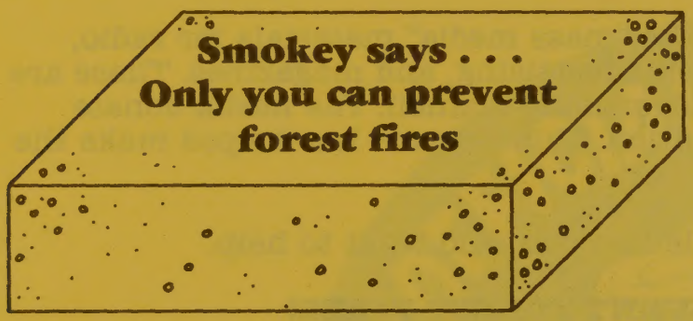
91-CFFP-54 Citation. This award is to be given to organizations and individuals that have provided outstanding local service for wildfire prevention over a two-year period (Frame is not included). $9/50.

91-CFFP-55 Smokey Bear Appreciation Award. This award, made from wood is to be given to organizations and individuals for significant service for wildfire prevention at any level over a period of at least one year. $20 each.

New For 1991

91-CFFP-56 Grip, textured rubber to ensure a good grip on bottle caps, jars. Message "Get a Grip on Fire Prevention." $50/100.

91-CFFP-57 Flexible magnet. $50/100.



91-CFFP-58 Magic expanding sponge with forest fire prevention message. $40/100.

91-CFFP-59 A paper 9" x 12" litterbag with a "Smokey and His Friends" coloring sheet. $50/500.

91-CFFP-60 Litterbag. An environmentally biodegradable plastic bag 13½" x 15" with "If not you, who?" printed on it. $50/500.

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember -
Only you can PREVENT FOREST FIRES!

Dear Friend:

For over 46 years, people like you have worked hard to help me prevent forest fires. We have done well together, but we can do even more in 1991.

This guide describes the materials prepared for my 1991 campaign. Some of the items have been around for many years, others are new.

With the rising cost of printing, it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed directly to the media by the Advertising Council. The media donate their time and space to forest fires prevention. This support has helped make the program the success it is today.

The key people in my campaign are people like you who want to help.

REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your Friend

SMOKEY

List of Licensees and Items They Manufacture as of May 1, 1990

Smokey Bear Licensees

T. E. Acquisition 1619 Broadway, 9th Floor New York, NY 10019 Mr. Stephen Shippee (212) 265-7621	Television cartoon series
Arjon Manufacturing Corp. 100 Hoffman Place Hillside, NJ 07205 Mr. Arleen Anastos (201) 372-9062	Magnetic memo holders, magnetic rainbow picture frame, key chains, household decoration hooks, planters
Artistic Greetings, Inc. One Artistic Place P.O. Box 1999 Elmira, NY 14902 Mr. Stuart Komer (607) 733-5541	Labels, ink stamps, memo pads note paper, calling cards and stationary
Benay Albee Novelty Co. 4710 Roanoke Avenue Newport News, VA 23607 Mr. Stanley Molin (804) 244-0807	Campaign Hat (adult/children)
Bachmann Industries, Inc. 1400 E. Erie Avenue Philadelphia, PA 19124 Mr. Dick Maddox (215) 533-3270	Box car electric trains
Earl Butler Associates, Inc. 1710 Potrero Avenue South El Monte, CA 91733 Mr. Robert L. Dorr (213) 686-0623	Jewelry and belt buckle

Smokey Bear Licensees

Canadian Forestry Association 185 Somerset Street, W. Ottawa, Canada K2P 0J2 Mr. Glen Blouin (613) 232-1815	Key rings and buttons.
Carvings in Wood 3218 Sheridan Way Stockton, California 95209 Ms. Karen Howard (209) 474-WOOD	Wood carvings
Chappel 810 Seventh Avenue New York, NY 10019 Mr. Donald Carrino (212) 399-7373	Record and song
CTI Industries, Inc. 22160 North Perrer Road Barrington, Illinois 62010 Mr. Mark Anderson (312) 382-1000	Metallic and latex balloons
Coins of America 8167 Hunters Grove Germantown, TN 38138 Mr. Jim Jacobs (901) 754-4849	Laminated souvenir cards of mounted coins, calendars, trading cards, placemats, wall plaques, bookmarkers and stick-ons of miniature posters laminated in plastic and key tags.
Coronet/MTI Film and Video 108 Wilmot Road Deerfield, Illinois 60015 Ms. Nan Krause 800-621-2131	Film and detailed teachers guide
Facemakers, Inc. 140 Fifth Street Savanna, Illinois 61074 Mr. Hobart Carstairs (815) 273-3944	Costume

Smokey Bear Licensees

Harcourt Brace Jovanovich, Inc. Orlando, FL 32887 Ms. Amy Nowicki (305) 345-3797	Reading program text book for Level 5 with informational article
J & M Creations 19525 Red Feather Road Apple Valley, CA 92307 Mrs. Linda Johnson (619) 242-1617	Poster replica pins and poster T-shirts, other pins, and jackets
J & W Coins P.O. Box 2805 Anaheim, CA 92814 Mr. Jack Worley (714) 530-6262	1 and 2 ounce rained silver poster coins and 1 ounce silver and gold 50th birthday coin
Jackson Stamp Co. 9850 Queenswood Lane Dallas, TX 75238 Mr. David B. Jackson (214) 741-3050	Stamp album/catalog
Josef Creations, Inc. 55 Cromwell Street P.O. Box 2682 Providence, RI 02907 Mr. Frank Kilcline (401) 421-4198	Metal spoons, pewter spoons, pewter thimbles, metal bells, metal minibells, metal keyholders, metal letter openers, metal bookmarks, metal money clips, metal magnets, glassware metal pin, charms, metal JFR badges,
Les A. Joslin P.O. Box 4633 Sunriver, OR 97707 (503) 593-1957	Tin/pin type badges Brass or bronze belt buckles

Smokey Bear Licensees

Kustom Cards 219 Walnut Avenue Vinton, VA 24179 Ms. Katherine W. Turner	Photo Mag Cards
L & L Cookie Cutter 624 E. Dennison Appleton, WI 54911 Mr. Neils C. Larsen, Sr. (414) 739-5964	Cookie cutters
Lion Brothers Co., Inc. 10246 Reisterstown Road Owings Mills, MD 21117 Mr. John Crean (301) 363-1000	Embroidered patches, pressure sensitive decals, embroidered caps and visors, sweatshirts
James Thomas Malcolm 87 Park Avenue, West Suite 149 Mansfield, Ohio 44902 1-800-448-2327	Vending machines
Maximillion Productions 98 Riverside Drive New York, NY 10024 Ms. Peggy Traktman (212) 874-3121	Fire prevention show, "The Fireman's Review"
John H. McMahon P.O. Box 913 Crestview, FL 32536 (904) 682-3166	"Keep the Forest Green" recording and sheet music
Morielle Press 4214 Shannon Hill Road Alexandria, VA 22310 Ms. Ellen Morrison (703) 960-6363	"Guardian of the Forest" historical reference text

Smokey Bear Licensees

National Archives Trust Fund Board 8th & Pennsylvania Avenue, NW Washington, DC 20408 Ms. Judy M. Edelhoff (202) 523-1514	Poster, trays, puzzles and post cards
National Association of State Foresters P.O. Box 21707 Columbia, SC 29221 Mr. Claude Barton (803) 758-6900	Pocket planners and other collateral materials
New Mexico State Park and Recreation Commission P.O. Box 1147 Sante Fe, NM 87503 Mr. Robert H. Berntsen (505) 827-7465	State Historical Park Capitan, New Mexico.
Norcrest China Co. 55 West Burnside Street Portland, OR 98209 Mr. William Naito (503) 228-7404	Ceramic figurines, salt and pepper sets, ashtrays, and coin banks
Pacific Northwest National Parks and Forests Association 83 S. King Street, Suite 212 Seattle, WA 98104 Mary Ellen Rutter (206) 442-7958	Textbook, "A Simple Country Bear That Made Good"
Packaging Art Company 1407 Broadway Street Room 1200 New York, New York 10018 Mr. Irwin Silver (2120 944-6707	40th Birthday postal stamp t-shirts and sweatshirts

Smokey Bear Licensees

Renaissance 295 Fifth Avenue Suite 919 New York, NY 10016 Ms. Patricia Warner (212) 532-3366	Beach towels
Ande Rooney, Ltd. P.O. Box 758 Port Ewen, NY 12466 Ms. Ande Rooney (914) 339-5533	Signs and magnets
St. Nicholas Music, Inc. 1619 Broadway New York, NY 10019 Mr. Michael V.P. Marks (212) 582-0970	"Ballad of Smokey the Bear"
Shafton, Inc. 5500 Cleon Avenue North Hollywood, CA 91601 Mr. David Janzow (818) 985-5025	Costume
Smokey Bear Motel and Coffee Shop P.O. Box 397 Capitan, NM 88316 Mr. Norman Renfro (505) 354-2253	
Sport Venture 2030 No. Redwood Road Suite 10 Salt Lake City, Utah 84116 Tim Valdez (801) 532-4822	T-Shirts, sweatshirts, and embroidered hats
Syndistar, Inc. 125 Mallard Street Suite A St. Rose, LA 70123 Ms. Ann Lupo (504) 468-1100	Film "Smokey's Match Tips", stickers, certificates, membership cards, and coloring books

Smokey Bear Licensees

Three Bears, Inc. P.O. Box 20549 Oak Creek, AZ 86341 Ms. Martha Newton (602) 284-0039	Plush stuffed dolls and furry forest friends
Timberline Industries II, Inc. 2200 Park Central Blvd., North Suite 700 Pompano Beach, FL 33064 Mr. Bob Wilkus (305) 977-6900	Confections--gummi and jelly candy, dextrose and sucrose,candy, suckers, chewing and bubble gum, taffy and caramels, mints, hard candy, cough drops, enrobed nuts and other centers; meat snacks--jerky, dried sausage, pepperoni sticks, and beef sticks
Toy Collector Club 1700 Carlisle Drive East Mobile, AL 36618 Mr. David Graham (205) 344-0064	Model automobile and truck banks
Vernon Co. 604 W. 4th Street Newton, IA 50208 Mr. Tom Rempp (515) 792-2880	Advertising calendars, pens, pencils and tip-ons
Village of Capitan P. O. Box 246 Capitan, NM 88316 Ms. Janet N. Keel	Museum
Virginia Forestry Association 1 North Fifth Street Richmond, VA 23219 Mr. Charles F. Finley, Jr. (804) 644-8462	Book covers using artwork and messages

Smokey Bear Licensees

West Coast Specialities 137 Prescott Avenue El Cajon, CA 92020 Ms. Pearl R. Waxler (619)447-3900	Clips, auto shades, watches, clocks, mugs
Wild West Shirt Co. 1400 North Rouse Bozeman, MT 59157 Mr. Donald C. Cowles (406) 587-5133	Silk-screened T-shirt and sweat shirts
WizCom Productions 1867 Fixlini Street San Luis Obispo, CA 93401 Mr. Gary Nichols (805) 549-8323	Poster calendars, auto shades, post cards, and 50th Commemorative Book
Woodland Enterprises Box 3524 University Station Moscow, ID 83843 Mr. James Fazio (208) 882-6668	Mail-order licensed Smokey Bear items and Smokey Bear T-shirts, license plate frame, tote bags, sunvisors, nylon wallet, bibs, insulated coffee mug, apron, writing stationary, 1986 Pewter belt buckle, puff-processed, silk screen imprinted adjustable baseball type caps, 1987 limited edition Smokey Bear, Pewter belt buckle and Smokey day pack, Smokey Bear gift pack box featuring four food items, pocket knife/nail file, 1988 and 1989 (45th anniversary) belt buckle, Smokey Bear pins
Yadlo Enterprises P.O. Box 191 Piedra, CA 93649 Mrs. Gail Olday (209) 787-2453	Hand painted china cups and plates and watches

SMOKEY
SMOKEY
PREVENT
FOREST
FIRES !